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Advertising Age

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Coke Cherry bombs Pepsi

Preemptive strike at celebrity spots

By NANCY GIGES

Coca-Cola USA, intent on upstaging archrival Pepsi-Cola USA's annual bottler meeting Feb. 23 and 24, is expected to pull a new product out of its arsenal—Cherry Coke.

Coca-Cola reportedly will introduce Cherry Coke at a Feb. 19 press conference. The company's decision to go with Cherry Coke was made quite recently and is seen as a move to take some interest away from some major announcements Pepsi will make at its bottlers meeting. Cherry Coke is rolling out despite never being tested in take-home packages. Coca-Cola last year used its fountain network to test that flavor, as well as Chocolate and Lemon Coke.

Coca-Cola, Atlanta, is positioning Cherry Coke as a new product, not a line extension to its flagship brand. As such, Coca-Cola felt no compulsion to assign the brand to the Coke agency, McCann-Erickson. The assignment went instead to SSC&B, agency for Diet Coke and Tab and the apparent hot shop on Coca-Cola's roster.

Although cherry is a dominant flavor in Dr Pepper and Coke's answer to that brand, Mr. PiBB, those two soft drinks are not cola-based, as is the new Cherry Coke.

At the Coca-Cola press conference, the company also is expected to show new spots for Coke, Tab and Diet Coke, using current ad themes.

New music for flagship Coke will be sung by name artists, who are not expected to be identified, such as jazz singer Phoebe Snow.

Meanwhile, Purchase, N.Y.-based Pepsi is relying heavily on big names to revive Diet Pepsi, which has lost business to Diet Coke.

The campaign kicks off with a spot featuring Super Bowl quarterbacks Joe Montana and Dan Marino. Pepsi also is signing up a string of so-called "leaders in their fields" to appear in a new Diet Pepsi campaign, which will be shown to bottlers along with new campaigns for other Pepsi brands in Los Angeles next weekend. So far, the company reportedly has signed Democratic vice-presidential candidate Geraldine Ferraro, Chrysler Corp. chairman

G. Ferraro

(Continued on Page 78)

Sunny side of Lee

The highly visible Lee Iacocca, who shows up in those hard-hitting commercials for Chrysler, appears this time in offbeat corporate-image spots designed for airing in California. In the meantime, the Chrysler chairman says he believes auto rebates, all the rage several years ago, are ready to make a comeback. *Stories on Page 3 and 80.*

Block's bulk net buy turns day into night

By VERNE GAY

New York—Block Drug is midway through an experimental one-year deal with CBS-TV that could substantially alter the way Block and other medium-size network tv advertisers use that medium in the future.

The architects of the Block buy simply refer to it as the "CBS multi-daypart" deal, but the nature of it is more dramatic. In exchange for lower cost-per-thousand rates, Block lets CBS move $5 million to $10 million of its $40 million national broadcast weight from one daypart to another without advance notice. CBS thus can tighten soft shows or time periods.

The arrangement gives Block more prime time and newscast exposure for its brands. Block, like other advertisers with small budgets by network standards, has found the cost of prime time network tv increasingly prohibitive. Some have turned to syndication to capture the prime time viewer; others are using split 30-second commercials for two products as cost-cutting measures. This deal, however, helps circumvent both alternatives.

"The CBS deal has allowed us to do more prime time than in previous years," said Avrum Geller, director of marketing services for the Jersey City, N.J.-based company. He added that both parties are so happy with the way it has worked that they hope to repeat it in the 1985-86 season.

The company reportedly achieved cpm levels equal to or below those set six months ago when the upfront buy was made.

All the company's brands are involved in the experiment. Block markets Polident, Poligrip denture adhesive, Promise toothpaste and Tegrin medicated shampoo, among other brands.

Mr. Geller and Grey Advertising, Block's agency, claim this is the first time a standing multi-daypart

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Xerox does not compute

By BRIAN MORAN

Xerox Corp., which brought the first personal computer to the business world in the early 1980s, has quietly dropped out of the mammoth market it helped create.

Xerox's exit, brought on by the company's failure to cash in on crucial lead time, effectively leaves only two major long-term players in the $4 billion pc battle—IBM Corp. and Apple Computer.

Stamford, Conn.-based Xerox had been counted on to take a decisive role in shaping the pc business, but a conservative marketing approach ultimately stalled the

(Continued on Page 80)

Last Minute News

Burnett drops $35 million in Nestle business

Chicago—Leo Burnett USA has resigned its estimated $35 million worth of business from Nestle Enterprises, White Plains, N.Y. Burnett chairman Hall Adams cited "irreconcilable philosophical business differences" for dropping the Taster's Choice and Nestle Morsels assignments. No successor has been named yet, but Nestle's agency stable also includes Jordan, Case & McGrath; McCann-Erickson, and J. Walter Thompson USA.

Ritz Hotel sues RJR in trademark dispute

New York—Ritz Hotel Ltd., a U.K. corporation and owner of the Ritz Hotel, Paris, has filed suit in federal district court here accusing R.J. Reynolds Tobacco Co., Winston-Salem, N.C., of trademark infringement. The suit centers on RJR's planned test-marketing of Ritz cigarets bearing the initials of French designer Yves St. Laurent (AA, Jan. 21). An action also has been filed against Mr. Laurent personally in Paris. Ritz Hotel Ltd. said it began marketing a new cigaret called Ritz Paris in specialty shops here on Feb. 1.

Travelers account may be on move

Hartford, Conn.—Travelers Corp. is entertaining bids for its $14 million account. The review includes incumbent Ally & Gargano and four other New York agencies. A decision is expected by late April.

BDA/BBDO collars Kuppenheimer account

Atlanta—Kuppenheimer Mfg. Co., with 127 men's clothing outlets in 33 states, last week moved its $11 million account to BDA/BBDO after only eight months with J. Walter Thompson USA. Kuppenheimer, a division

(Continued on Page 8)

NEWSPAPER

ABC palms off 'Lace'

du

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Eustace moving to a Newhouse?

By STUART J. ELLIOTT

NEW YORK—*The New Yorker* the target of a takeover bid? Yes, *The New Yorker*.

The famed literary magazine with the affirmative ad slogan is getting ready to celebrate its 60th anniversary next week with another guest at the party: S.I. Newhouse Jr. Through his Advance Publications holding company, Mr. Newhouse has made an unsolicited bid to acquire, for $180 a share, the 82.9% of the stock of The New Yorker Magazine Inc. he does not already own (AA, Feb. 14). Purchase price: About $124.5 million, atop the $25.6 million spent for the initial 17.1% of the company's stock he bought earlier (AA, Nov. 19). At that time, Mr. Newhouse said he had no plans to seek control of the company. Why he changed his mind remains a mystery; as is his wont, he was not available for comment.

The attention of the media and advertising communities is riveted on what happens next, for the cachet and reputation of *The New Yorker* give the company's flagship an impact far greater than it would otherwise merit for its size. The company's board, which received Mr. Newhouse's bid in a "Dear sirs" letter dated Feb. 11, said the next day it would "consider all aspects" of it, with the assistance of its investment banker, First Boston Corp., and its legal counsel.

The familiar face of *The New Yorker's* Eustace Tilley could end up in the stable of magazines owned by S.I. Newhouse (l.), a move that many in the industry would applaud.

Mr. Newhouse's letter, which began, "We are pleased to submit for your consideration. . .," seeks a reply by March 31. And The New Yorker has scheduled its annual company meeting for March 26.

"It would seem to me," said Joyce Richter, pr manager, The New Yorker, "that it would be a logical thing for the meeting to respond to [Mr. Newhouse's offer]," though there has been no date set for a response. The New Yorker's chairman, Peter Fleischmann, and president, J. Kennard Bosee, have no comment beyond the board's Feb. 12 statement, she added.

While Mr. Newhouse might be an uninvited guest, many magazine industry figures do not consider him an unwelcome one. For the most part, they believe his cash merger offer has a better than 50-50 chance of being accepted. Not only is it likely, they say, but it is appropriate: "This is a marriage that should happen," as Peter Diamandis, president, CBS Magazines, put it.

Were that the case, Mr. Newhouse would add the idiosyncratic upscale weekly as well as the company's other holdings (*e.g.*, interests in *The Cook's Magazine* and *Horticulture*) to a collection of magazines—Conde Nast Publications, nine monthlies ranging from *Bride's* to *Vogue*—that is, to a large degree, the envy of his peers.

To own the magazine that each year still runs a portrait of its mascot, a dandy named Eustace Tilley, on the cover of its anniversary issue (he is slated to appear on the 60th anniversary issue dated Feb. 25)—a magazine that is known as much for its cartoons by James Thurber and Peter Arno as for its stories by E.B. White and J.D. Salinger, a magazine that eschews gatefold covers, scent strips and "advertorial" sections—that could well be the jewel in the crown.

"Si has put together, over a period of years,

(Continued on Page 82)

Highlights

Like a day-old glass of beer, the crusade to ban alcohol advertising seems to have gone flat. *See Page 4.*

When N W Ayer won the AT&T Consumer Products account Feb. 11, the agency won more than a $55 million account—it won an important vote of confidence. *See Page 6.*

The Toy Manufacturers of America is banking on another big sales year in 1985, though well below last year's "extraordinary" levels. *See Page 10.*

The Benevolent Dictators: Carl Nichols, board chairman of the Cunningham & Walsh Group, has been through thick and thin with the agency, where he made a fast rise to the top. *See Page 32.*

Soviet tv viewers might welcome commercial interruptions to the almost unending stream of government propaganda delivered over the airwaves. *See Page 34.*

Pearle Health Services has put an extra dose of schmaltz into its 1985 Pearle Vision Centers tv campaign, hoping to snag more customers by shifting marketing focus. *See Page 64.*

American Motors Corp. is yearning to set itself free from the idea that it's a one-car company with a no-name brand. *See Page 67.*

CORPORATE CLOSEUP

Bob Maynard, a high school dropout from the Bedford-Stuyvesant section of Brooklyn, appears to be succeeding with the *Oakland Tribune* where a rich and powerful family and a pair of mega-communications conglomerates could not. *See Page 4.*

FORUM

New Jersey Gov. Thomas Kean discusses improving his state's image by using the airwaves. *See Page 16.*

Writer Curt Schleier wraps up the marketing advantages of a current trend. *See Page 16.*

INTERNATIONAL

The South African Tourist Board has found that the country's apartheid policy is blocking the broadcast of the SATB's first tv commercial in the U.S. *See Page 46.*

Blendax Werke, Germany's leading toothpaste marketer, has launched a new smokers' toothpaste in Austria in packaging identical to that of a leading cigaret there. *See Page 48.*

Why did J. Walter Thompson Co. resign Canada's frothiest beer account, Labatt Breweries' No. 1 Blue brand, just when it appeared that the brewer was going to overlook an apparent client conflict and keep the $15 million-to-$20 million account at JWT? *See Page 50.*

VIDEOTECH

NBC-TV Network is circulating an anti-barter presentation among major advertising agencies that not only belittles the impact of barter on network tv, but also disputes its size. *See Page 61.*

The proliferation of videocassette recorders is not hurting pay tv, according to a Showtime/-Movie Channel survey measuring the relationship between the two. *See Page 61.*

COMING THURSDAY

SPECIAL REPORT

The skincare segment of the cosmetics industry hasn't run out of new ways to provide hope in a jar. New developments are coming in this highly competitive marketplace.

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Quotation from Chairman Lee: 'Rebate rerun'

By RALPH GRAY

HIGHLAND PARK, MICH.—Auto rebates are coming back, Chrysler chairman Lee Iacocca predicted last week.

A combination of slack demand and overcapacity in small cars will trigger a marketing donnybrook between Ford Motor Co., General Motors and Chrysler, he said.

The rebates will come whether or not voluntary import restraints come off March 31, Mr. Iacocca told a press conference.

"There is enough softening in some parts of the market, especially the low end, as long as gas is cheap," he said. "We don't want to shut down those small-car plants, so we build them and put on incentives.

"We didn't build these cars for $1-a-gallon gas. We built them for $2-a-gallon gas," Mr. Iacocca noted.

Chrysler shied away from direct consumer rebates with a $500 offer to owners of 1979-84 models if they buy a U.S.-made Chrysler product by June 6. Mr. Iacocca said a regular rebate goes not just to the 4.5 million Chrysler buyers but "the world at large." The limited rebate gets direct-mail coverage only.

Chrysler did package other incentives into a "Thank you, America" campaign breaking this

(Continued on Page 80)

Burnett, Needham gangs duel locals

McShootout at the U.K. corral

By VALERIE MACKIE

Leo Burnett Co. and Needham Harper Worldwide again are bumping heads for a chunk of the lucrative McDonald's Corp. account.

This time it involves the $6.6 million U.K. business, which became available last week when McDonald's terminated D'Arcy MacManus Masius.

Both Burnett and Needham, avid competitors for McDonald's business since Burnett took the $200 million-plus U.S. account from Needham in 1981, are pitching for the U.K. account along with one or two local agencies. D'Arcy will continue handling the business until June 1.

A spokesman for McDonald's in the U.K. said the company had been considering an agency change for several months.

"Our rapid and successful growth in the U.K. has necessitated some rethinking on our marketing needs of the future," the spokesman said. "We believe a change in agencies at this time will

(Continued on Page 80)

The Metro Sunday Comics Network is hoping that a revamped package of funnies pages (right), the result of an industrywide project called 21st Century Comics, will hold special interest for teens and children. "We felt we were losing the kids," said Thomas Craddock, Metro sales director. "If you lose kids, you lose tomorrow's readers."

Making a fuss over funnies

By WILLIAM F. GLOEDE

NEW YORK—Garfield's going modular, Marmaduke's on the remake and Mary Worth's in for a face-lift.

It's all part of a push by comics syndicates, Sunday-comics sales organizations and newspaper companies to breathe new life into a moribund ad medium—the Sunday funnies.

A three-year industrywide project called 21st Century Comics, designed to make Sunday comics more meaningful to tomorrow's yuppies, was unveiled last week at the offices of the Metro Sunday Comics Network here. The project aims to increase readership of the Sunday funnies among adults, teens and children, with a special emphasis on the latter.

"We felt we were losing the kids," said Thomas Craddock, sales director for Metro. "If you lose kids, you lose tomorrow's readers."

In a pair of research studies conducted during the project, the ad hoc group of syndicate, newspaper, advertising agency, printing and sales representative executives found that most people are introduced to reading through comics and cereal boxes. The plan is to persuade daily newspaper publishers to put some art direction into their Sunday comics packages, adding special features, humor, "supergraphics" and a better measure of organization.

That's no small task, but according to Mr. Craddock, participation in the project by executives from Knight-Ridder Newspapers, Gannett Co., Times Mirror Newspapers and the Tribune Co., and finan-

(Continued on Page 79)

ABC-TV 'Laces' up for ratings crusade

By BOB MARICH

In the network tv ratings race, nothing is sacred any more—not even Holy Week.

ABC-TV, pulling out the stops in its drive to catch NBC and avoid finishing last in the network ratings race, will air "Lace II," a steamy four-hour miniseries, starting Palm Sunday, March 31. NBC-TV had staked out the same date to premiere "A.D.," a 12-hour biblical miniseries sponsored by Procter & Gamble (AA, Dec. 10).

The ABC move, which had been rumored (AA, Feb. 4), immediately raised eyebrows because that date is the start of Holy Week, which runs until April 7, Easter Sunday.

ABC apparently is willing to risk criticism for scheduling exploitive programing during an important religious period in order to close the ratings gap with NBC. At the start of the season, ABC unexpectedly slipped into third place in prime time and has been playing catch up to NBC, which passed it, ever since.

The miniseries showdown is rife with implications, especially for Madison Avenue. It will mark only the third time in network tv history that miniseries will square off opposite miniseries. In the two previous instances (both in the May, 1984, sweeps), ratings of the miniseries involved were low because they tended to cancel each other out.

"There is a real danger that if the networks continue to snipe at each other they're going to dissuade advertisers from committing to large sponsorships in the miniseries area," cautioned Duane Kell, senior vp-director broadcast media, Campbell-Ewald, Detroit.

Miniseries command anywhere from $180,000 to $240,000 per 30-second commercial, compared with $180,000 for a 30 in a top-rated regular series.

"We might as well put our money in something else" that's a safer bet, said Leon Luxenberg, senior vp-director media relations, J. Walter Thompson USA, Chicago. "This is a disservice to advertisers and viewers."

On March 31, "A.D." will air from 8 p.m. to 11 p.m. (ET); "Lace" is scheduled 9 p.m. to 11 p.m. The next night, the same miniseries go head-to-head again from 9 p.m. to 11 p.m. "A.D." continues with two more two-hour episodes and then ends a five-consecutive-night run April 4 with a three-hour finale. The dates have not been officially announced but have been confirmed by NBC executives.

NBC originally wanted to schedule "A.D." during the February sweeps, but withdrew for fear that

(Continued on Page 78)

P&G tries new mix with Tide

By LAURIE FREEMAN

Procter & Gamble, amidst its ballyhooed introduction of liquid Tide, is fine-tuning its flagship Tide powder detergent—but with what could be a risky twist.

The Cincinnati-based P&G is testing a reformulated Tide powder, said to contain 12 active ingredients, in Omaha, Neb. It also is marketed as having twice the amount of enzymes and cleaning agents as in other detergents.

The twist comes in the detergent's pricing strategy. P&G has

(Continued on Page 78)

World News Roundup

DUESSELDORF—Citroen, the giant French automobile company, moved its $5 million account to RSC&G Butter Rang from Grey Advertising. RSC&G handles Citroen in France, Holland and other countries.

TAIPEI—Colgate-Palmolive Co. won government approval last week to enter Taiwan to manufacture household goods and beauty aids with a local partner. The local partner has not been revealed.

SYDNEY—China Central Television has bought 92 hours of programing for $100,000 from Amicus Television here, an Asian programing distributor owned by Lorimar Productions. Unlike the network's earlier deal with CBS/Broadcast Group Worldwide, the programing comes without advertising.

SAO PAULO—Interpublic Group of Cos. is merging two of its subsidiary agencies here by having Lintas:SSC&B Brasil buy out Proeme Campbell-Ewald for an undisclosed sum. Both agencies saw their billings drop last year, but combined billings for 1985 are expected to reach $27 million. Interpublic says the merger will not be made worldwide.

LONDON—Rupert Murdoch is about to launch a British version of *Elle*, the weekly French fashion magazine, in a joint venture with *Elle* publisher Hachette. Last year the joint venture brought *Elle* to the U.S.

MADRID—Spain's leading newspaper, *El Pais*, has acquired a 25% stake in the country's largest radio network, SER, for an un-

(Continued on Page 46)

Money-losing accounts dog ad agencies

By STEWART ALTER

Unprofitable accounts seem to be a way of life for small and medium-size ad agencies.

Almost half the accounts, representing more than 25% of the billings, of a sample of 102 small and medium-size agencies were unprofitable last year, says a Los Angeles company that provides computerized cost-accounting services to ad agencies.

And that's been the way the agency business has been for at least the last decade, adds BCS/Profit Index Systems. The 18-year-old company also authors the American Assn. of Advertising Agencies' "Cost Accounting Manual."

Looking at its own client list of 102 agencies, representing $1.4 billion in total billings, BCS/PIS found that 44% of the accounts last year fell into the money-losing category. Those 1,921 accounts represented 26.3% of those shops' billings.

The size of the accounts ranged from $7 million to $240 million.

Profitable vs. unprofitable accounts

The high level of unprofitable accounts at advertising agencies has remained relatively constant since 1976. *Source: BCS/Profit Index Systems, Inc.*

	1983-84 (102 agencies)		1981-82 (92 agencies)		1976-77 (51 agencies)	
Category	Profitable Accounts	Loss Accounts	Profitable Accounts	Loss Accounts	Profitable Accounts	Loss Accounts
Gross income ($)	158,724,305	55,927,399	71,502,000	26,954,000	40,966,000	15,866,000
Per cent of total gross income (%)	73.7	26.3	72.6	27.4	72.1	27.9
Operating profit (loss) ($)	53,705,313	(31,478,485)	27,291,000	(14,525,000)	13,095,000	(7,182,000)
Total accounts	2,483	1,921	1,043	853	956	773
Per cent of total accounts (%)	56.2	43.8	54.9	45.1	55.3	44.7
Total direct hours	2,587,254	2,231,352	1,309,000	1,122,000	1,228,000	1,013,000
Per cent of total direct hours (%)	53.5	46.5	53.8	46.2	54.8	45.2
Gross income per hour ($)	61.06	25.06	54.62	24.02	33.35	15.65
Total cost per hour ($)	40.12	39.17	33.77	37.23	22.69	22.74

"Those loss accounts generated 25% of total gross income but accounted for 46% of total operating costs, and 46% of total direct hours," said BCS/PIS vp H.E. McDonald.

The loss accounts brought in an average gross income of $25 an hour for those agencies. That rate is "about what an apprentice plumber or a very mediocre cocktail lounge piano player gets these days—it's a hell of a business bargain to these advertisers," Mr. McDonald said.

Profitable accounts, which made up 75% of the business, generated an average gross income of $61 an hour. Both the profitable and unprofitable accounts required about the same amount of service, valued at about $40 per hour.

That indicates agencies were not putting less expensive talent on loss accounts, Mr. McDonald said.

This pattern has not changed much in recent years *(see accompanying chart)*.

Industry reaction was mixed concerning whether that 44% figure for loss accounts was surpris-

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Ayer gets confidence boost from AT&T

Shootout victory is worth $55M

By STEWART ALTER

NEW YORK—When N W Ayer won the AT&T Consumer Products account Feb. 11, the agency won more than a $55 million account.

Ayer won an important vote of confidence, one that Louis Hagopian, chairman-ceo of Ayer, called a "sweet victory."

For with the divestiture of AT&T, agencies such as Ogilvy & Mather Worldwide, McCann-Erickson Worldwide and Young & Rubicam have taken away portions of the AT&T business at Ayer, which has been the main AT&T agency since 1908.

To many, the perception had been that the new, competitive environment was eroding the AT&T-Ayer relationship, even though Ayer still handled such large and growing portions of the business as corporate and domestic long distance.

"We had four creative teams working on this. This was very serious for us. We know this business and we wanted to demonstrate that we know this business," Mr. Hagopian said.

Each of the agencies presented for 2½ hours—Foote, Cone & Belding on the morning of Feb. 7, D'Arcy MacManus Masius that afternoon, and Ayer on the morning of the next day—to a group of 13 AT&T executives at AT&T Information Systems headquarters in Parsippany, N.J.

Each agency handled a portion of the residential consumer-products account and was shooting for the whole consolidated package (AA, Dec. 31).

"All three groups presented full campaigns," said Lee Blitch, AT&T advertising manager for consumer products. He said that only rough storyboards were presented. However, the campaign will be ready to go in mid-April when it will debut on the CBS-TV miniseries "Space." AT&T also will break a new corporate ad campaign at that time (AA, Feb. 4).

Mr. Blitch would not specify what the theme would be other than to say it would focus on the "high quality" of AT&T products. He did indicate, however, that there would be a "common look" to the three products lines for the first time.

"We have been searching for a common look since divestiture," he said.

In fact, AT&T has been working on a new common theme line for all of its companies.

"It's safe to say we're 90% of the way there," said David Shaver, AT&T corporate advertising manager. "We're not ready to discuss what the line is, or how widespread its use will be."

Mr. Shaver said DMM will retain the agency of record media-buying assignment it picked up a few months ago as part of a realignment of media-buying assignments (AA, Dec. 10).

But for DMM, which had handled the biggest portion of the consumer-products account (residential phone leasing), that seems like cold comfort. The loss of the AT&T business is a setback to that agency's plan to build its office here. Billings had been at the $115 million-to-$120 million range, and now will drop below the $100 million mark.#

Direct Marketing moves

Beginning with the issue of Monday, Feb. 25, the Direct Marketing news section will shift to the Monday issues from ADVERTISING AGE *Thursday.*#

CORRECTIONS & CLARIFICATIONS

- The correct newspaper linage for the *Boulder* (Colo.) *Daily Camera* is 2,406,212.0, 1984; 2,107,809.3, 1983 (AA, Feb. 4, P. 52).
- Northstar Advertising is not the agency of record for Warteck nonalcoholic beer (AA, Jan. 31, P. 28). The account is unassigned. Also, the product has been brewed only since 1975.
- Waylon Co., St. Louis, is handling the "Head for the mountains" telemarketing promotion for Anheuser-Busch (AA, Feb. 4, P. 8).
- The Washington Post Co. netted $6 million from selling part of its stake in four SportsChannel ventures to CBS Inc. and Rainbow Program Enterprises, not $25 million as reported (AA, Feb. 4, P. 46). The sale price was $25 million.
- Yardley of London is a unit of Beecham Cosmetics, Chicago, not Beecham Products Co., Pittsburgh (AA, Feb. 4, P. 55).

  Both are divisions of Beecham PLC, London.
- Among the magazines in which a Jag Beverly Hills ad appeared was *Harper's Bazaar*, not *Harper's* (Global Gallery, AA, Feb. 7, P. 11).
- An On the Move item (AA, Feb. 11, P. 50) erroneously lists Bill Lau, DYR, Hong Kong, as general manager. His title will be deputy managing director. The replacement for John Price is to be named at the end of this month.
- Adolph Coors Co., Golden, Colo., shipped 13.2 million bbls. in 1984, a 4% decrease from the 13.7 million bbls. shipped in 1983. Previously, the 1984 total was incorrectly reported (AA, Feb. 11, P. 84).

sweep' stakes, plus

SWEEPSTAKES AND GAMES: THE TIP OF THE ICEBERG.

Because there's more to sales promotion than sweepstakes and games, at Don Jagoda Associates we do more than just create and execute sweepstakes and games.

re'bates

We work with advertisers and their agencies on planning and administering refund/rebate offers. We screen and verify all responses, very painstakingly, and return cash or coupons according to the terms of the offer. We're very careful when it comes to handling other people's money.

in·cen'tives

Because we know sometimes it takes more than money to motivate sales people, brokers, distributors and dealers, we help create and implement incentive programs. We know where and how to buy the prizes that will help increase sales, within budget.

pre'mi·ums

Looking for premiums or self-liquidators? We can help you there too. Our premium buyers shop the world looking for the right items to produce the right responses.

ful·fill'ment

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sweep'stakes

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Old name, new partner add up to new Nova

By JESSE SNYDER

CHICAGO—The best Japanese car for midwesterners is one built in the U.S., according to Chevrolet marketers.

So the GM-Toyota joint-venture car will make its debut June 13 in 25 midwestern states as the Chevrolet Nova. It was displayed at the Chicago Auto Show last week to test the waters in a key market.

The revival of the old Chevy compact nameplate and the central U.S. introduction are part of a long-range Chevrolet drive to capture 20% of the total U.S. new car market. And being U.S.-built carries more weight in the Midwest, where the domestic auto industry is concentrated, according to Chevrolet executives.

"Unless we can sell a million small cars [Cavalier and smaller], we aren't going to make that 20%," said Robert Burger, Chevy general manager.

With Chevy's Japanese-built Spectrum and Sprint confined to coastal markets because of small import quotas, Chevrolet will launch Nova in the middle of this year with a planned 40,000 units. National distribution will come in 1986, when production hits 125,000, in a slow buildup to full 240,000 annual capacity.

Nova will be priced between $6,300 and $7,000, pitting it against well equipped Japanese imports. Sprint is the price leader at around $5,000, while Spectrum, at slightly more than $6,000, is aimed at the Chevette segment. The venerable Chevette will hang around a year or more because Chevrolet needs the small-car volume.

Nova ads for an early June break in major central markets still are being formulated by Campbell-Ewald, Warren, Mich.

They will probably key on the Japanese design of the car and the U.S. worker-Japanese management setup at New United Motors Mfg., said Thomas Staudt, Chevy general marketing manager.

Public perception of the joint venture has mellowed from an initial feeling that GM was admitting it couldn't compete with the Japanese, he said.

Nova will be differentiated from the Toyota Corolla design on which it is based by content, he said. But Nova will not get a heavy promotional budget, Mr. Staudt added.

As the market volume leader, Chevy must concentrate advertising on its "core products," like Cavalier and Celebrity, for volume and on hotly contested markets like small trucks, he said.

That leaves Nova with no more than "a fair share" even for introduction.

Mr. Burger not only has to worry about foreign small-car competition, but the new General Motors Saturn Corp. small car. Saturn is "almost as much of a competitor as if Ford had launched a new car," he said.

Ford division was showing off a new "concept" minicar called the Urby, for urban commuter car. It's three inches higher and two inches shorter than the subcompact Escort. There are no immediate plans for production.

Ford is planning an on-demand four-wheel-drive option for its Tempo-Topaz compacts. It will come in model year 1986 or 1987.

Pontiac also is looking at 4wd for its Sunbird J-cars. In addition, Pontiac will decide soon whether to go ahead with a minivan based on a car platform.

The Newspaper of Record in Japan– Asahi Shimbun

When Somebody Wants to Say Something, His Reference Is the Asahi Shimbun. The Figures Below Speak for Themselves.

The majority of opinion leaders are Asahi Shimbun readers.
To determine which of the daily newspapers was the main source of daily information for Japan's opinion leaders, a research organization conducted a survey in 1983 of members of the Diet, government officials, and the academic community. The results revealed how far ahead of its rivals the opinion leaders placed the Asahi Shimbun.

Percentage

	ASAHI	Mainichi	Yomiuri	Nihon Keizai
Diet Members (Sample: 492)	**84.1**	60.2	69.5	59.1
Government officials (Sample: 173)	**82.1**	27.2	26.0	42.8
Professors of colleges and universities in the Tokyo metropolitan area (Sample: 1,490)	**80.3**	28.9	24.4	20.3

Note: Multiple answers are indicated above. (Source: The Marketing Research Associates, June, 1983)

Asahi Shimbun
Tokyo 104, Japan

Represented in the United States of America by Powers International, Inc., 551 Fifth Avenue, New York, N.Y. 10176. Tel.: (212) 867-9580
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ASAHI EVENING NEWS
Asahi Shimbun's Sister Newspaper in the English Language

Agencies

(Continued from Page 3)

ingly high.

"That's not a surprising figure for a small or medium-size agency. That probably would have been us four years ago," said Arthur Root III, president at Root & Associates, a $10 million shop in Baton Rouge, La.

Mr. Root's agency has begun doing profit analysis on an account basis and negotiating fees with clients.

"I was surprised when I first saw that figure because that is not our experience," said Daniel Gaby, president at Keyes Martin, a $39 million agency in Springfield, N.J.

Robert Schneider also was surprised. "If that's true, how do they stay in business?" asked the president of Schneider Parker Jakuc, a Boston-based shop with $30 million in billings.

Mr. Schneider's agency has developed its own proprietary software for cost accounting. Nonetheless, he noted, "I never feel as if I've mastered profitability. At any time, an account can turn unprofitable either because it's overstaffed or the wrong people are on it or it has for one reason or another cut back in billings and the agency has not responded."

Mr. Gaby, like all the agency principals interviewed, found clients generally receptive to negotiating a fee when their accounts start turning unprofitable.

"If we make a businesslike case for the need, more often than not they are sympathetic," he said.

Mr. Gaby also observed that the situation was far from "cut and dried." An existing account, for example, may turn unprofitable in the middle of the year, at which point the budget is fixed and there is little the client can do to rectify the situation until the next year.

The problem is not limited to small shops, said John Connors, president at Hill, Holliday, Connors, Cosmopulos, Boston.

"It has nothing to do with the size of the account or the agency," said Mr. Connors, whose shop has just topped the $200 million mark in billings. "Essentially, this is a business managed by account service people and creative people and not financial types. Secondly, people don't spend enough money (cost-accounting) in this business."

The unusual compensation system at Mr. Connors' agency reportedly has made it one of the more profitable shops in the industry. HHCC, realizing it could not make much money on 15% commission as a small agency, 14 years ago began charging clients on an hourly basis linked to employe salaries. About 60% of its clients now compensate it on that basis.

"We can never make a killing from sudden client billings growth, but we can always have reasonable profit," said Mr. Connors, whose agency's good profit margins have allowed it to invest for growth both with overseas offices and top talent.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

February

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	66.3	66.9	134.7	113.8
Antiques	103.3	112.4	321.5	319.7
Antique Monthly	25.4	27.5	25.4	27.5
Art in America (11X)	90.6	142.9	176.1	243.9
Southwest Art	74.3	74.0	143.8	149.3
Total Group	**359.9**	**423.7**	**801.5**	**854.2**
% change		**-15.1%**		**-6.2%**
— Auto/cycle/rec. vehicles —				
Car & Driver	82.4	62.3	193.0	122.5
Car Collector & Car Classics	22.0	21.1	43.0	41.1
Car Craft	50.7	48.2	97.6	85.2
Cycle	35.4	44.3	67.7	68.2
Cycle Guide (11X)	33.1	35.0	54.3	58.4
Cycle World	34.2	46.8	73.3	73.0
Dune Buggies & Hot VWs	79.7	76.6	155.8	157.5
Family Motor Coaching	135.1	129.3	311.8	283.6
4 Wheel & Off-Road	65.2	54.4	119.4	96.7
Four Wheeler	81.1	65.1	151.4	113.3
Hot Rod	49.1	37.7	80.9	68.3
Motorcyclist	24.4	31.7	41.3	46.5
Motor Trend	63.5	46.0	118.7	87.6
Motorhome Life	81.9	79.8	176.6	153.3
Pick-Ups & Minitrucks	31.1	25.0	48.4	38.1
Road & Track	87.7	72.0	188.4	145.3
3 Wheeling	49.0	20.5	95.6	45.9
Trailer Life	111.8	109.9	219.6	216.1
Total Group	**1,117.4**	**1,005.7**	**2,236.8**	**1,900.6**
% change		**+11.1%**		**+17.7%**
— Boating & yachting —				
Boating	163.2	141.3	309.0	291.5
Chesapeake Bay	30.0	29.1	56.1	56.4
Cruising World	123.9	119.5	248.3	261.6
Lakeland Boating	65.6	55.2	126.2	101.7
Motor Boating & Sailing	233.7	216.8	448.7	388.1
Sail	157.9	144.9	276.5	269.5
Sea	55.9	58.3	105.0	112.7
Small Boat Journal (6X)	42.0	42.6	42.0	42.6
Trailer Boats	36.0	34.3	65.5	60.6
Western Boatman (6X)	—	—	54.1	39.3
Yachting	173.1	166.1	389.5	370.6
Total Group	**1,081.3**	**1,008.1**	**2,120.9**	**1,994.6**
% change		**+7.3%**		**+6.3%**
— Canadian —				
L'Actualite	37.3	42.5	64.0	81.5
Chatelaine				
English Edition A.	92.1	90.6	152.9	153.3
French Edition	81.0	75.2	124.5	130.4
Equinox (6X)	—	—	19.8	29.8
Financial Post Magazine A.	26.8	41.4	56.8	65.3
Flare A.	50.5	—	87.9	55.2
Homemaker's Magazine (10X)	65.0	86.9	65.0	86.9
Madam Au Foyer (10X)	56.5	71.5	56.5	71.5
Macleans (52X) A.	102.7	104.6	178.0	182.9
Montreal Calendar	16.5	19.0	35.8	42.0
Montreal Ce Mois Ci	16.0	24.0	35.8	47.0
Reader's Digest				
Canadian-English A.	64.3	66.1	121.1	123.3
Canadian-French A.	53.0	58.1	94.0	107.6
Toronto Life	52.5	61.2	107.4	111.9
Vancouver	44.7	49.3	44.7	49.3
Total Group	**758.9**	**790.4**	**1,244.2**	**1,337.9**
% change		**-4.0%**		**-7.0%**
— Civic/fraternal —				
American Legion	36.3	33.7	65.0	65.1
Elks Magazine (10X)	25.8	28.1	51.3	63.0
Kiwanis Magazine	14.5	13.5	28.1	26.8
Lion (10X)	4.8	11.6	11.5	17.6
Moose Magazine	24.0	24.0	24.0	24.0
Rotarian	13.5	18.9	27.1	36.0
V.F.W. (11X)	29.0	34.0	52.9	63.9
Total Group	**147.9**	**163.8**	**259.9**	**296.4**
% change		**-9.7%**		**-12.3%**
— Comics —				
Archie Comic Group (6X)	10.0	10.0	10.0	10.0
DC Comics	6.5	9.0	15.5	18.0
Marvel Comics Group	9.5	10.0	18.5	20.0
Total Group	**26.0**	**29.0**	**44.0**	**48.0**
% change		**-10.3%**		**-8.3%**
— General —				
American Health (10X)	—	—	42.3	54.0
American West (6X)	—	—	25.5	22.5
The Atlantic A.	36.6	30.4	73.3	59.9
Audubon Magazine (6X)	—	—	30.9	23.6
Bon Appetit A.	90.2	81.9	146.4	131.7
Changing Times	33.4	40.8	68.8	88.3
Connoisseur	37.7	34.4	79.8	63.8
Ebony	93.3	81.6	157.2	136.1
Fifty Plus	35.2	37.8	69.5	52.7
Food & Wine	40.7	34.5	75.2	67.7
Games	18.9	17.7	35.8	45.0
Geo	26.4	33.2	49.2	70.6
Gourmet	82.2	71.5	152.9	112.4
Harper's Magazine A.	23.6	17.4	50.8	45.8
Home Entertainment (8X)	38.3	34.0	38.3	34.0
Life	38.5	27.9	116.3	112.3
Modern Maturity (6X)	—	—	43.8	25.2
Money	109.3	112.6	204.7	193.7
Mother Earth News (6X)	—	—	53.0	62.7
Mother Jones (10X)	16.7	18.2	29.0	34.9
National Geographic	22.5	13.4	37.3	30.7
Prevention	66.8	79.3	131.4	148.2
Psychology Today	27.7	20.7	54.5	43.0
Reader's Digest A.	65.1	91.7	121.5	153.7
Signature	59.2	54.7	98.3	96.2
Smithsonian	87.6	90.4	154.6	156.9
Success	22.9	33.1	53.0	66.7
Town & Country	115.1	131.1	202.0	196.8
Travel/Holiday	46.0	52.0	83.3	87.1
Travel & Leisure	125.9	109.3	185.6	171.5
Vanity Fair	27.3	22.0	55.5	47.3
Video	78.0	65.2	156.2	140.0
Video Review	51.7	56.7	115.1	118.3
Writers Digest	21.2	25.4	44.7	48.8
Yankee	70.3	80.9	141.7	181.9
Total Group	**1,608.3**	**1,599.8**	**3,177.4**	**3,124.0**
% change		**+0.5%**		**+1.7%**
— Home —				
Americana (6X)	—	—	40.3	34.5
Architectural Digest A.	107.8	93.6	183.5	167.2
Better Homes & Gardens	104.7	96.0	169.9	169.6
Colonial Homes (6X)	—	—	46.2	49.5
Country Journal	34.7	47.3	67.0	98.2
Country Living	63.1	58.4	119.8	108.0
Dallas/Ft. Worth Home & Garden	55.7	52.7	110.4	105.3
Family Handyman (10X) A.	57.0	63.6	118.6	125.3
Flower & Garden (6X)	47.3	60.4	47.3	60.4
Home	54.8	43.3	98.5	78.2
The Homeowner (10X)	—	—	32.5	24.5
Horticulture	28.0	21.8	69.0	41.8
House Beautiful	58.4	69.0	116.8	129.5
House & Garden	81.0	73.2	148.9	118.4
Houston Home/Garden	83.3	80.2	165.0	152.9
Metropolitan Home	80.4	57.2	118.7	104.7
New Shelter (9X)	74.3	46.6	126.0	101.7
1001 Home Ideas	33.9	25.8	33.9	25.8
Organic Gardening	70.5	91.6	140.2	183.4
Phoenix Home/Garden	67.5	58.8	130.0	114.8
San Diego Home/Garden	63.7	63.2	120.7	118.7
Southern Accents (6X)	—	—	73.5	49.0
Southern Living	110.1	116.6	190.1	195.3
Sunset Magazine A.	124.4	131.1	208.6	199.8
Texas Homes	59.3	58.1	153.5	152.3
Workbench (6X)	—	—	64.3	68.0
Total Group	**1,459.9**	**1,408.5**	**2,893.2**	**2,776.8**
% change		**+3.7%**		**+4.2%**
— In-flight & other passenger —				
Alaska Airlines	45.3	43.6	83.9	79.1
American Way	108.7	110.1	195.2	201.8
East/West Network:				
Eastern Review	106.5	122.7	190.7	232.4
Northwest Orient	35.2	36.3	69.3	64.0
Ozark	30.2	45.2	64.5	8.2
PSA Magazine	68.3	87.0	134.3	165.2
Pan Am Clipper	48.7	55.5	103.7	95.7
Republic Scene	36.0	57.2	79.2	108.7
United	75.7	102.8	154.4	194.1
Southwest	—	87.9	—	162.2
USAir	39.7	61.5	80.2	111.5
Western's World	46.7	67.2	94.0	117.9
Halsey Publications:				
Air Cal	54.5	48.3	93.8	86.3
Delta Sky	71.5	75.3	127.8	147.1
Frontier	27.2	29.4	53.5	69.1
Skylite	18.3	20.0	47.0	39.0
Hawaii	23.8	22.2	47.5	44.4
Pace (6X)	29.8	77.8	82.2	77.8
Spirit of Aloha	23.7	20.9	47.3	41.8
Total Group	**889.8**	**1,170.9**	**1,746.1**	**2,046.3**
% change		**-24.0%**		**-14.7%**
— Men's —				
Esquire A.	57.8	53.2	101.5	98.0
Firehouse Magazine	32.0	26.0	77.3	67.6
Gentlemen's Quarterly A.	107.8	117.3	166.3	182.7
Penthouse A.	30.5	43.4	82.4	93.5
Playboy A.	51.5	39.4	145.4	132.6
Total Group	**279.6**	**279.4**	**573.0**	**574.5**
% change		**+0.1%**		**-0.3%**
— Metropolitan —				
Aloha (6X)	—	—	28.2	25.2
Atlanta	35.6	61.3	86.2	88.7
Baltimore	82.2	55.4	140.7	100.2
Boston	141.2	112.8	288.0	229.5
California	67.9	50.2	123.7	83.8
Charlotte (10X)	—	—	25.0	16.0
Chicago	101.6	93.4	201.8	216.4
Chicago's North Shore	68.4	77.4	149.5	149.9
Cincinnati	55.7	40.7	112.1	87.7
Cleveland	100.4	86.0	174.6	135.9
Coast (38X)	80.6	76.6	151.0	153.6
Columbus Monthly	47.4	48.0	123.0	98.7
Commonwealth	24.1	25.5	84.4	75.5
Connecticut	70.5	75.4	159.6	146.9
Country Magazine	37.5	29.7	66.3	53.0
D/Magazine, Dallas/Ft. Worth	98.4	98.7	214.4	186.4
Denver	34.7	22.0	53.2	36.3
Exclusively Yours, Wisconsin (15X)	42.0	54.3	81.9	108.3
Grand Rapids	33.3	34.7	69.3	70.0
Gulfshore Life (10X)	89.6	104.0	149.6	202.0
Honolulu	44.1	56.8	123.2	108.1
Houston City	48.6	74.2	120.6	127.8
Indianapolis	29.3	46.0	61.7	132.0
Kansas City	35.1	40.1	66.5	71.7
Los Angeles	141.5	167.0	285.0	347.0
Louisiana Life (6X)	—	—	70.3	59.4
Madison	44.0	42.0	124.0	103.0
Metropolitan Detroit	51.0	—	127.5	—
Miami Mensual	46.0	41.5	86.5	76.5
Miami/South Florida	85.5	82.6	185.0	174.0
Milwaukee	64.9	31.0	119.2	57.9
Minneapolis/St. Paul	83.4	84.4	195.4	141.2
Monthly Detroit	32.8	39.9	80.7	61.8
New Jersey Monthly	56.0	52.6	110.8	95.1
New Mexico	35.3	34.0	93.8	75.0
Ohio	52.5	39.1	105.3	76.3
Oregon	30.3	—	48.5	30.6
Orlando	90.3	81.0	188.3	155.0
Palm Beach Life	122.3	119.6	240.4	227.7
Palm Springs Life	154.5	146.8	331.0	318.2
Philadelphia	126.2	130.4	230.2	213.2
Phoenix	118.9	81.0	236.1	174.3
Pittsburgh	49.2	61.7	97.9	104.9
St. Louis	55.5	56.0	108.5	96.0
San Diego	124.8	102.7	288.6	223.8
San Francisco	73.7	58.4	171.2	106.2
San Francisco Focus	70.7	41.2	145.4	76.7
Texas Monthly	86.0	95.8	177.7	177.0
Twin Cities	38.6	46.7	94.9	93.3
Ultra	61.8	72.9	115.3	134.6
The Virginian	—	—	58.0	40.0
Washington Dossier	47.0	45.0	108.8	83.8
The Washingtonian	145.0	137.0	292.0	246.0
Total Group	**3,457.9**	**3,252.5**	**7,370.8**	**6,442.1**
% change		**+6.3%**		**+14.4%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	20.5	35.0	37.1	49.0
Secrets	20.5	35.0	37.1	49.0
True Confessions	20.5	35.0	37.1	49.0
True Experience	20.5	35.0	37.1	49.0
True Love	20.5	35.0	37.1	49.0
True Romance	20.5	35.0	37.1	49.0
Sterling Women's Group:				
Daytime TV	28.5	27.5	57.0	54.0
Modern Screen	12.0	20.5	12.0	20.5
Movie Mirror (6X)	20.5	20.5	20.5	41.0
Soap Opera Stars	17.5	20.5	17.5	40.0
TV Movie Screen (6X)	6.0	—	6.0	—
TV Picture Life (6X)	6.0	20.5	6.0	41.0
Teen Bag (6X)	—	—	7.4	—
Total Group	**213.5**	**319.5**	**349.0**	**490.5**
% change		**-33.2%**		**-28.8%**
— Music/entertainment —				
American Film (10X)	—	—	34.2	40.3
Audio	68.4	89.3	173.9	121.9
Circus Magazine	47.3	30.8	92.3	66.3
Dance Magazine	62.9	70.0	120.0	130.3
Musician	64.5	66.7	113.2	122.7
Playbill	48.8	45.2	92.4	92.4
Record	18.6	16.8	33.7	37.2
Stereo Review	34.9	40.2	82.1	82.5
Total Group	**345.4**	**329.0**	**741.8**	**693.6**
% change		**+5.0%**		**+6.9%**
— National Sunday magazines —				
Family Weekly A.	47.2	48.4	104.4	119.9
Parade	45.8	76.5	92.9	155.8
Total Group	**93.0**	**124.9**	**197.3**	**275.7**
% change		**-25.5%**		**-28.4%**
— Outdoor & sport —				
Alaska	53.6	37.4	95.5	72.2
The American Handgunner (6X)	—	—	33.0	35.0
American Hunter	19.9	16.1	35.1	30.8
American Rifleman	24.3	24.9	51.0	51.1
Backpacker (6X)	—	—	25.3	31.2
Bass Master (8X) A.	80.1	52.9	127.5	97.1
Bicycling (9X)	—	—	80.7	92.9
Field & Stream	90.8	83.4	145.1	136.1
Fins & Feathers A.	57.3	62.1	85.0	93.2
Fishing World (6X)	—	—	30.1	31.2
Florida Sportsman	152.5	97.3	242.3	172.4
Flying	38.7	37.3	78.6	69.5
Fur-Fish-Game	33.0	23.5	52.9	50.7
Golf Digest	129.7	105.2	237.2	149.1
Golf Magazine	117.0	131.7	254.5	269.4
Guns	22.0	23.0	43.0	44.0
Guns & Ammo	39.5	41.9	75.3	71.3
In-Fisherman (6X)	—	—	115.0	114.0
Muscle & Fitness	111.0	102.0	214.3	224.0
Outdoor Life	90.0	89.4	133.2	140.0
Outside Magazine	29.6	—	59.0	32.3
Petersen's Hunting	32.9	29.8	62.1	56.0
The Runner	26.5	35.4	53.5	73.2
Runner's World (13X)	31.3	35.3	63.3	89.7
Salt Water Sportsman	90.9	82.9	167.0	145.7
Shooting Times	33.5	44.0	61.4	75.3

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Includes inserts. D. Broadsheet publication. E. Three issues, 1985; four issues, 1984. F. Four issues, 1985; five issues, 1984. G. Two issues, 1985; three issues, 1984. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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February

	Current month 1985	1984	Year-to-date 1985	1984
Ski (8X) A.	60.4	65.0	135.9	160.1
Skiing (7X)	70.3	73.8	158.1	161.1
Skin Diver	87.0	88.0	160.5	159.9
Southern Outdoors (8X)	—	—	38.1	36.4
Sport	37.3	48.8	73.8	85.2
Sports Afield	101.4	83.9	162.4	151.5
Tennis	55.8	61.5	106.9	102.9
Western Outdoors (10X)	43.1	47.4	73.4	82.1
Total Group	**1,759.4**	**1,629.0**	**3,530.0**	**3,382.6**
% change		**+8.0%**		**+4.4%**
— Photography —				
American Photographer	27.2	33.3	72.9	71.6
Petersen's Photographic	25.7	31.0	49.6	60.7
Popular Photography	82.7	94.6	171.9	184.7
Total Group	**135.6**	**158.9**	**294.4**	**317.0**
% change		**-14.7%**		**-7.1%**
— Religious —				
BBI Jewish Monthly (10X)	26.8	22.0	43.0	40.2
Christian Herald	36.0	34.5	69.3	66.7
Christian Life	21.3	27.2	46.2	51.2
Christianity Today	91.0	74.8	138.2	115.0
Inside (4X)	—	—	—	—
Moody Monthly	52.8	53.8	103.5	97.2
Today's Christian Woman (6X)	—	—	39.7	24.2
Total Group	**227.9**	**212.3**	**439.9**	**394.5**
% change		**+7.3%**		**+11.5%**
— Science/electronic/mechanic —				
Compute	54.5	92.7	122.7	204.8
Computers & Electronics	44.3	49.4	75.6	101.4
Creative Computing	84.8	132.5	191.3	291.2
Discover	37.4	49.6	68.1	77.8
Family Computing	49.3	55.0	111.8	118.0
Info World	160.0	226.0	282.0	411.0
Mechanix Illustrated	58.8	62.4	118.0	113.7
Omni	54.9	50.4	101.4	105.8
Natural History	42.1	47.8	83.6	92.2
Personal Computing	133.8	174.9	288.2	351.1
Popular Mechanics	86.7	90.2	169.0	169.9
Popular Science	67.9	74.5	117.6	152.9
Science Digest	28.6	28.7	61.3	52.6
Science 85 (10X)	—	—	36.9	40.8
Scientific American	40.0	51.7	86.4	114.5
Spectrum	93.5	73.5	207.4	168.2
Total Group	**1,036.6**	**1,259.3**	**2,121.3**	**2,565.9**
% change		**-17.7%**		**-17.3%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	519.9	517.1
Cosmopolitan A.	166.9	183.5	304.7	334.9
Essence	64.9	85.8	142.9	145.2
Family Circle A.	189.5	105.0	287.4	343.4
Glamour	131.5	133.5	229.1	230.1
Good Housekeeping A.	98.7	108.6	98.7	108.6
Harper's Bazaar	127.6	131.4	211.7	207.5
Health	41.0	36.9	73.0	66.9
Ladies' Home Journal	111.8	96.6	186.8	189.8
Ladycom (10X)	46.0	51.0	72.5	80.5
Lady's Circle	—	—	—	—
Mademoiselle	112.0	133.2	168.8	205.3
McCall's	95.3	93.2	168.4	160.7
Modern Bride (6X)	—	—	488.5	413.8
Ms.	36.3	45.1	85.4	75.2
New Woman	49.0	46.3	82.6	82.2
Parents Magazine A.	91.3	72.4	158.1	125.9
Playgirl	28.0	35.0	51.0	60.0
Redbook	101.6	85.3	170.7	157.0
Self	82.7	78.8	138.9	138.1
Seventeen	97.8	74.7	152.8	140.5
Shape	65.5	51.0	116.5	103.0
Soap Opera Digest	25.0	25.6	48.2	48.9
'Teen Magazine	34.8	39.3	64.0	65.7
True Story A.	56.2	72.0	85.0	100.0
Vogue	262.9	263.6	404.0	383.3
W Magazine	154.9	139.2	222.2	224.4
Weight Watchers	28.7	36.0	48.3	61.4
Woman's Day A.	102.8	94.3	166.8	167.4
The Workbasket (10X)	51.1	46.1	89.4	88.8
Working Mother	73.1	67.9	133.5	122.0
Working Woman	84.1	82.2	157.6	146.6
Total Group	**2,611.0**	**2,508.5**	**5,327.4**	**5,294.2**
% change		**+4.1%**		**+0.8%**
— Youth —				
Boys' Life	22.3	22.6	38.8	38.7
Campus Life	38.5	38.1	107.1	91.4
Total Group	**60.8**	**60.7**	**145.9**	**129.8**
% change		**+0.2%**		**+12.4%**

January

	Pages Jan. 1985	Jan. 1984
— Business —		
Arizona Business Gazette (52X) D.	27.6	15.9
Atlanta Bus. Chronicle (52X)	42.2	30.6
Austin Business Journal (52X)	41.5	—
Barron's (52X) F.	168.1	200.1
Black Enterprise	41.6	28.0
Boston Business Journal	111.0	86.4
Business Atlanta	47.0	53.0
Business Week (52X) A.	242.0	252.6
California Business	70.3	67.9
Capital District Bus. Review	44.4	45.9
Corporate Report/Kansas City	58.7	85.4
Corporate Report/Minnesota	74.9	79.5
Crain's Chicago Bus. (52X)	117.3	114.4
Crain's Cleveland Bus.	61.8	54.6
Dallas/Ft. Worth Bus. (52X)	41.2	35.7
Dun's Business Month	40.3	60.6
Financial World (24X)	22.8	30.8
Florida Trend (13X)	102.6	91.7
Forbes (28X) G.	202.7	261.6
Fortune (26X) A.	147.3	176.0
Frequent Flyer	45.5	32.4
Futures	49.5	51.0
Hawaii Business	40.9	36.8
High Technology	33.2	18.5
Houston Bus. Journal (52X)	101.8	127.6
Inc. Magazine A.	67.2	100.3
Income Opportunities (10X)	515.3	505.0
Industry Week (26X) A.	64.9	77.9
Indianapolis Business Journal C.	102.4	105.1
Milwaukee Business Journal	81.3	52.6
Minnesota Business Journal	43.3	43.2
Nation's Business A.	48.3	40.0
New England Business (20X) B.	47.0	41.7
New Orleans Citibusiness	81.4	70.4
Pacific Business News (52X)	79.1	86.6
Philadelphia Bus. Journal	84.4	79.0
Pittsburgh Bus. Times (52X) C.	73.3	52.0
Savvy	33.5	34.2
St. Louis Business Journal C.	98.2	130.1
South Florida Business Journal	79.3	49.2
Texas Business	51.8	58.5
Sylvia Porter's Personal Finance Magazine	35.0	29.0
Venture	46.5	57.3
Total Group	**3,608.4**	**3,621.1**
% change		**-0.4%**
— Newspaper Sunday magazines' —		
Arizona Republic	40.4	60.9
Boston Globe	166.0	147.0
California Living	21.4	40.2
Chicago Tribune	56.5	58.1
Cincinnati Enquirer	37.3	62.5
Cleveland Plain Dealer	26.3	30.5
Columbus Dispatch	20.4	28.7
Denver Post	104.0	100.0
Detroit News	53.0	66.0
L.A. Times Home Magazine	58.5	89.4
Louisville Courier-Journal	56.5	51.8
Miami Herald	34.5	42.7
New York News	—	—
New York Times Magazine	196.2	204.4
Philadelphia Inquirer	33.5	54.3
Toledo Blade Magazine	22.8	35.6
Washington Post	55.4	71.7
Total Group	**982.7**	**1,143.8**
% change		**-14.1%**
— Weeklies/bi-weeklies —		
The Advocate (25X)	70.1	118.9
Army Times Military Group:		
Air Force Times (52X)	130.3	125.0
Army Times (52X)	125.4	121.4
Navy Times (52X)	139.0	137.6
The Times Magazine	3.9	6.8
The Blood-Horse (52X)	518.6	671.6
Capper's Weekly (26X)	41.0	38.9
Commonweal (22X)	9.5	7.9
Golf World (43X)	82.2	66.5
Grit (52X) A.	28.7	36.9
National Journal	44.0	26.0
National Review	13.8	19.0
New Republic (48X)	15.0	24.3
New York Magazine (50X)	152.0	145.0
New Yorker (52X)	163.7	204.5
Newsweek (52X) A.	147.4	205.5
People (52X)	201.7	184.6
Rolling Stone (25X)	54.8	67.7
Sporting News (52X)	25.4	35.9
Sports Illustrated (52X) A.	172.7	154.5
Time (52X) A.	169.2	177.1
Travelhost (52X) C.	261.6	259.5
TV Guide (52X) A.	328.1	326.6
Us Magazine (26X)	38.5	48.5
U.S. News & World Report (52X) A., E.	88.9	96.9
Total Group	**5,379.9**	**5,642.6**
% change		**-4.7%**
— Foreign —		
Good Housekeeping Foreign Editions:		
Australia	16.0	38.7
Japan	81.4	76.2
Great Britain	67.3	45.8
Geomundo:		
Central America	2.0	1.3
Chile	2.0	1.3
Colombia	4.0	1.0
Ecuador	—	1.0
Mexico	9.5	0.3
Peru	7.0	1.3
Puerto Rico	8.5	2.3
Venezuela	18.0	10.3
Hombre De Mundo:		
Central America	3.0	5.0
Chile	2.0	4.0
Colombia	2.0	4.0
Ecuador	3.0	4.0
Mexico	4.0	4.0
Peru	2.0	4.0
Puerto Rico	1.0	3.0
Venezuela	9.0	9.0
Ideas Para Su Hogar:		
Central America	—	—
Chile	—	—
Colombia	5.0	3.0
Ecuador	2.0	2.0
Mexico	5.5	1.3
Peru	—	4.5
Puerto Rico	—	—
Venezuela	6.0	8.5
Mecanica Popular:		
Argentina	2.5	5.8
Central America	7.3	9.7
Chile	3.8	3.5
Colombia	9.7	9.2
Mexico	7.8	7.3
Peru	9.3	9.7
Puerto Rico	10.2	10.7
Venezuela	10.7	10.7
The Ring en Espanol:		
Mexico	1.0	—
Puerto Rico	—	—
U.S.	3.0	1.3
Vanidades Continental:		
Central America	2.8	1.3
Chile	3.3	—
Colombia	17.7	21.0
Ecuador	9.7	3.7
Mexico	26.2	24.7
Peru	7.7	9.7
Puerto Rico	16.3	11.5
U.S.	28.7	30.5
Venezuela	24.7	16.7
Business Week Int'l.	78.3	66.4
Cosmopolitan Foreign Editions:		
Australia	44.0	47.1
Brazil	36.3	30.0
France	—	68.3
Germany	45.2	30.0
Great Britain	66.0	69.0
Greece	35.0	38.0
Holland	17.8	9.0
Italy	13.0	15.7
Japan	23.0	27.7
Cosmopolitan en Espanol:		
Central America	0.7	—
Colombia	2.7	—
Ecuador	—	—
Mexico	17.2	14.8
Peru	—	—
Puerto Rico	6.7	6.2
U.S. (Spanish language)	16.5	11.7
Venezuela	9.7	6.5
International Communications:		
African Business	15.3	13.3
New African	19.3	15.0
The Middle East	8.4	18.3
International Management:		
Africa	7.0	6.8
Europe	26.5	18.0
Latin America	7.0	3.0
Middle East	13.7	15.5
Pacific	6.0	5.7
Johnston International:		
Alam Attijarat	50.2	43.7
Ejecutivo (6X)	—	—
Modern Africa (6X)	—	—
Modern Asia (11X)	—	—
Newsweek International A.:		
Atlantic	49.7	50.1
Latin America	11.9	24.0
Pacific	40.1	45.9
Reader's Digest:		
Arabic	9.0	8.0
Asian	206.5	155.5
Australian	40.3	59.0
Belgian-Flemish	21.5	25.0
Belgian-French	25.0	20.5
British	43.8	44.6
Chinese B.	125.0	94.5
Danish	23.5	24.3
Dutch	42.5	27.0
Finnish	13.0	37.0
French	42.0	33.3
German	60.1	57.2
Greek	8.0	5.0
Iberian	5.0	5.0
Indian-English	79.5	67.0
Indian-Hindi	10.5	4.0
Italian	20.0	19.5
Japanese	48.3	23.9
Korean	25.0	24.5
Latin American:		
Argentina	16.5	15.5
Brazil	2.5	2.0
Central American	8.0	5.0
Chile	5.5	12.5
Colombia	15.0	24.0
Ecuador	8.0	6.0
Mexico	13.6	20.4
Peru	10.0	7.0
Puerto Rico	4.0	3.0
U.P.B.	6.0	2.0
U.S. Spanish	3.5	9.5
Venezuela	6.5	3.5
New Zealand	34.5	40.5
Norwegian	8.0	14.8
Portugal	14.0	15.0
South African	40.5	46.0
Swedish	8.0	27.0
Swiss-French	11.7	22.0
Swiss-German	28.8	27.6
Time International:		
Time-Asia	42.7	52.5
Time-Atlantic	41.3	38.4
Time-Canada	91.8	106.2
Time-Latin America	23.3	20.6
Time-South Pacific	79.2	54.1
Visao (52X)	100.2	116.0
Vision/Latin America (26X) A.	12.2	10.8
Total Group	**2,613.6**	**2,558.4**
% change		**+2.2%**

New items, conflicts send Pioneer on shop search

LONG BEACH, CAL.—Pioneer Electronics here is looking for a new agency as it introduces new-product lines and bolsters its car-stereo line.

The car and home audio equipment marketer is splitting with Chiat/Day, Los Angeles, its agency of 10 years (AA, Feb. 11). Sharyl Juhlin, Pioneer vp-marketing communications, who is supervising the agency search, said the change was prompted by account conflicts.

Chiat/Day handles home audio/video for Mitsubishi Electric, an estimated $3 million account (although Mitsubishi car stereo is assigned to Stiller Advertising, Costa Mesa, Cal.).

Ms. Juhlin said Pioneer expects to name a single agency to take over its $9 million account in March. She said Pioneer is talking to several agencies but would not identify them. However, other sources say Dailey & Associates; Foote, Cone & Belding, Keye/-Donna/Pearlstein and Needham Harper Worldwide are among them. All are in Los Angeles.

Pioneer introduced a car security system in January, the first of several new-product lines that are in the works. Ms. Juhlin would not disclose the other new products.

The car-stereo market, in which Pioneer claims to be the top-selling brand, is facing tough times.

Car makers have stepped up sales of stereos as factory-original equipment. This has cut into sales of car stereos as accessories in the aftermarket, where Pioneer competes. The company also markets home audio equipment.#

Loden opens consultancy

NEW YORK—John Loden, a former senior vp at Ally & Gargano and marketing director at Bristol-Myers Products, has opened Loden Associates, a marketing consultancy at 1230 Park Ave., 10128.